

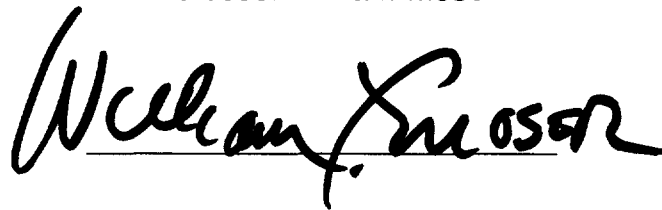
A Guide To Marketing and Related Careers

An Honors Thesis (HONRS 499)

by

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A handwritten signature in black ink, reading "William Moser". The signature is written in a cursive style with a horizontal line underneath the name.

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Purpose of Thesis:

This guide is intended to introduce and describe several career opportunities available to anyone planning a career path in the field of Marketing. It explores several specific careers and provides information on how to prepare for and pursue successful careers in these areas. It also presents future outlooks and salary ranges for each respective area. Overall, this guide is designed to serve as a resource tool for any person considering a Marketing related career.

INTRODUCTION

As in the past, many people today have misconceptions as to what the term “marketing” actually means. The definition of marketing according to the American Marketing Association is: “The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives,” (Fry, p. 1). To understand how this definition was developed, one should consider the history of marketing in American business.

Following the Industrial Revolution, marketing was considered to be simply the function of facilitating sales of goods and services from the manufacturer to the consumer. Thus, any discussion of a marketing career usually meant a career in sales or advertising. Due to innovations, new technology, increased competition, and changes in consumer demand, public perception of the marketing function was expanded to include activities such as marketing research, product development, packaging, distribution, and public relations. In today’s business world, marketing has been adapted by many organizations including public and private firms, government agencies, non-profit organizations, and service industries. In all of these areas marketing can include: determining consumer wants and needs, planning and producing goods and services to meet consumer demand, selling products to the consumer, distributing them throughout channels, gathering and evaluating feedback, and monitoring and adjusting every detail necessary to make the system work effectively and efficiently.

When considering a career in the exciting and challenging field of marketing, it is important to be aware of job opportunities which exist and the criteria necessary for success. This guide will introduce and describe several career opportunities available to any person planning a career path in the field of marketing.

ADVERTISING

Advertising activities include the services of planning, creating, producing, and implementing any form of communication to attract public attention to a product or business (Fry, p. 141). A company uses an advertising agency to inform consumers of the goods and services they produce, and to persuade consumers to purchase these products. Some larger companies might have an in-house advertising department, while others seek the services of outside agencies.

The basic marketing process used by advertising agencies might include the following steps. First, the agency would determine the company's marketing objectives, such as the purpose of the message and the intended target audience. Second, marketing strategies would be developed which would reach these objectives. Strategic decisions can include choosing which marketing/advertising methods to use and how to effectively apply them. Third, the actual advertising campaign would be created. Activities here could include all aspects of creating and designing messages, and arranging for the media to convey them. Fourth, the agency would produce the actual campaign, including preparing any print ads, recording radio spots, and shooting television commercials. The final step would be to evaluate the results to determine if the process was successful. By simply considering this entire process, one can see why a marketing student might consider a career in advertising. This challenging field allows a person to exercise creative abilities, apply knowledge of marketing practices, and develop administrative skills.

To recognize the opportunities available in advertising, one should have knowledge of the industry in general. Advertising agencies can be categorized by size or specialty (Fry, p. 147). Large agencies can have thousands of employees, offices nationwide, and usually attract major accounts such as those of a Fortune 500 company. These agencies can offer the largest number of entry-level positions.

Medium and small sized agencies function like large agencies only on a smaller scale. Smaller agencies tend to operate more on a regional or local basis. In terms of specialty, advertising firms can be general or specialized in nature. General consumer agencies include larger agencies which have the facilities and staff necessary to handle virtually any kind of account. Specialized agencies exist in all sizes and specialize in advertising for areas such as: industrial products, entertainment, financial services, medical or health care, recruitment, travel, fashion, real estate, and even political campaigns (Fry, p. 148-9).

Most agencies, regardless of size or specialty, include certain common departments. Examples are: administrative, account management, creative services, media, production, traffic, accounting, consumer research, copywriting, and personnel. These departments represent several areas in which career opportunities exist in a marketing related capacity. Most agencies require some degree of formal education, an internship in the field, and experience relevant to the position. According to the authors of Jobs '91, the outlook for advertising careers is "mixed" (Petras, p. 159). Competition is increasing rapidly making entry-level positions more difficult to find. However, the authors state that the demand for free-lance writers, art directors, advertising screeners, and media planners are predicted to increase. Salaries for entry-level positions range between mid to upper twenties at most firms nationwide.

CONSULTING

Marketing consulting involves detailed research and analysis in order to: (1) help clients define and recognize specific problems and needs; (2) identify the best, most practical solutions to the problems; and (3) provide supporting evidence for the proposed solution. Some consultants even go so far as to help clients implement the recommended solution (Fry, p. 111). Marketing consultant careers range from working within a consulting firm to operating an independent practice. Examples of projects a consultant might be assigned include: marketing audits, marketing feasibility studies, and strategic marketing planning.

A marketing audit is performed to help recognize opportunities for improving the client's marketing plan and activities. A typical audit lasts three to five weeks, in which the consultant would observe current operations, research and analyze information, and evaluate all elements of the client's marketing functions. A feasibility study is performed to assess potential revenues and profits that could be generated from a new product or service. It requires the consultant to examine potential consumer demand, competition, costs, and the client's internal capabilities. A strategic marketing plan is produced to help define the long-term direction of the client's products or services. It would address issues such as the manner in which goods are produced, priced, promoted, and distributed. All of these activities require refined skills in research, data manipulation, and communication (Fry, p.111).

In preparing for a career in marketing consulting, one should study courses in marketing, sales, speech, computers, strategic planning, distribution, finance, economics, and management. Firms usually require anywhere from two to six years of business experience, and many now require an M.B.A. Because of these requirements, most people do not go directly into consulting. Consultants often begin in sales or marketing research positions. However, entry-level positions might be

available with firms which prefer to hire recent college graduates and provide them with standardized training. A career in marketing consulting offers excellent potential for personal development, financial rewards, and continuing career options. As the world focuses more on customer service and improved quality, the potential for more firms to seek the advice of a marketing consultant is strong. Therefore, the outlook for this area is good. Entry-level positions usually pay in the mid twenties.

DIRECT MARKETING

Direct marketing began circa 1870 with the introduction of mail order catalogs. In today's business world, computers, toll-free 800 numbers, and credit cards have allowed direct marketing to expand into a very prosperous field. According to Jonah Gitlitz, President of the Direct Marketing Association, direct marketing has grown at a rate of nearly ten percent annually over the past decade (Fry, p. 90).

Gitlitz preaches that it is important to understand how "direct" marketing differs from "traditional" marketing. He states that in traditional marketing, goods and services are marketed toward a large number of consumers, i.e. mass marketing. Traditional marketing typically uses media such as television, radio, and newspaper ads in order to reach as many consumers as possible. Finally, this type of marketing is aimed toward generating the sales of products at local retail stores or service centers. Gitlitz describes direct marketing as being much more focussed in nature. Direct marketers seek out specific market segments and use direct mail to market goods and services to them. With direct marketing, the consumer is not referred to a local retail outlet, but is urged to purchase directly from the catalog or offer. Direct marketers make buying easy for the consumer, who simply fills out an order form or calls a toll-free number to place an order. Payments can be sent with the order or charged to a major credit card (Fry, p. 89).

Due to increased usage and popularity of direct marketing, many new career opportunities are now available. Areas most likely offering entry-level positions are in marketing planning, research, analysis, and communications. Marketing planning involves identifying current and potential market segments, evaluating sales of current and potential products, and studying the competition. Direct marketing research closely relates to planning, and involves gathering information on products and services, the industry, and the competition from primary and secondary sources.

Direct marketing analysis involves the detailed reporting of results and responses to studies and research materials. Most of this data is manipulated through a complex database. Marketing communications deal primarily with creating marketing tools and materials, copywriting, designing catalogs, and producing the direct mail itself. Therefore a person preparing for a career in direct marketing should seek a degree in marketing, communications, or art. (Fry, p. 90).

Direct marketing should continue to be a growing field. Competition for entry-level positions is growing at a rapid rate. This is creating a demand for more knowledgeable, experienced, and technically oriented marketing employees. Salaries usually range from \$18,000 - \$24,000 for entry-level positions.

HEALTH CARE SERVICES MARKETING

Before 1975, marketing for health care services was a small and limited field. However, over the past decade health services marketing has become an increasingly popular and expanding field. The main reason behind this growth is that the focus on health services has shifted from a cost-driven industry to a competition-driven industry (Fry, p. 47). Consumers are becoming more aware and involved in the selection of health care services and providers. Because of this, competition among hospitals, physicians, insurance companies, and other health care providers had increased dramatically, sparking the demand for marketing services.

Most entry-level positions within the health care field revolve around three general areas: sales, communications, or analysis. Other positions might be in research, product development, or customer/provider relations. These types of positions can be pursued in hospitals, health education associations, pharmaceutical firms, medical / health product manufacturers or distributors, health insurance companies, and other related firms.

An entry-level position in health care sales can lead to higher level marketing positions. Sales positions include a wide range of products and services and can be pursued with many types of firms relating in any way to health care. As with any sales position, most employers require training, experience, company and industry knowledge, and dedication to hard work. Sales reps need strong verbal and written communication skills and social skills. Most employers prefer candidates with business or communications degrees, although sales reps have been taken from virtually all disciplines of study.

An example of an entry-level position for the communications area of health care marketing might be a public relations position. This position would entail preparing internal and external communications, such as newsletters, brochures, and news

releases, as well as overseeing special events such as an open house or tour of a new facility. As with most public relations positions, strong communication, organizational, and creative skills are needed. Employers usually seek students with journalism or business degrees, and experience or internship relating to public relations, publications, or media.

All other areas such as marketing analysis, research, product development, and so on generally hold similar responsibilities and requirements as those found for similar positions in any field of business.

Average salaries for entry-level positions in health care marketing range between \$20,000 - \$35,000, depending on the size and location of the employer (Fry, p. 49). The outlook for these positions seems to be good. Health care providers will continue to expand marketing efforts in future years. As the population grows older, more health care services will be in demand. Therefore, marketing professionals will look more towards the health care industry for potential career moves.

NON-PROFIT MARKETING

Non-profit organizations are often overlooked by young professionals seeking marketing positions. However, this field relies heavily on sound marketing capabilities and functions. Therefore it is important to understand the nature of non-profit organizations.

Non-profit organizations differ from profit-oriented organizations simply in how they use revenues that are earned. Rather than distributing profits to owners and stockholders, non-profit organizations reinvest profits in the "causes" they represent. Many causes exist and be classified by purpose. For example, trade associations are designed to serve and protect the interests of a specific industry, such as the American Restaurant Association. Others serve and protect the interests of specific professional groups, such as the American Bar Association. Closely related to these are non-profit organizations designed to protect the rights of particular groups of life, such as the National Wildlife Foundation. The most commonly recognized non-profit organizations are community service entities such as the Red Cross. Still others exist to educate and serve the public, such as the National Safety Council. Also, there are non-profit organizations such as the National Rifle Association, which promote and protect rights and support for special interest groups. (Fry, p.103).

As one can begin to see, most non-profit organizations, regardless of purpose, rely solely on the funds raised through contributions. This makes marketing efforts paramount to the success of such entities. Marketing related positions in non-profit firms are needed to keep the organization updated and informed of certain trends; to maintain relations with various inside and outside groups; to develop and improve services; to implement and control programs; and to constantly recruit new members, volunteers, and support for the cause. By considering the responsibilities of these positions, marketing efforts for non-profit organizations relate very closely to those of a

profit-oriented company. Both use marketing research, product development, pricing strategies, advertising and promotions, packaging and distribution, public relations, and communication.

In order to prepare for a career in the non-profit sector, it is recommended to seek a business or communications degree and related experience, such as volunteer work or an internship with a non-profit entity. Knowledge of consumer behavior, direct mail, telemarketing, and industry practices are also beneficial. And of course, one should believe in and sincerely support the respective cause.

Salaries for entry-level positions depend on the size and scope of the organization, but usually average in the lower to mid-twenties. Experienced professionals can earn pay scales ranging from \$40,000 to \$60,000+ (Fry, p. 106). The outlook for marketing careers within the non-profit sector is predicted to be steadily uprisng.

PUBLIC RELATIONS

According to the American Heritage dictionary, public relations is defined as “the art or science of establishing a favorable relationship with the public.” Public relations activities also include consumer relations, employee relations, stockholder relations, and government relations. PR relates to marketing mainly by its use of communication and promotional techniques.

Don Bates, co-author of Standards for Public Relations, provides examples of what PR professionals are commonly responsible for. He divides responsibilities into five general areas. First, he states PR departments must anticipate and interpret public opinions and issues which can positively or negatively affect the operations and reputation of an organization. This is necessary for long-term and short-term strategic planning of company products and activities. Second, PR departments counsel and advise all levels of management regarding topics such as policy decisions, communications, and appropriate actions or reactions to specific events or activities. They aid in managerial communication to insure that effective and appropriate messages are conveyed. Third, PR professionals conduct and evaluate programs and communications relating to organizational goals. Financial programs, media programs, and philanthropic programs all demand the attention and monitoring of the public relations department. Fourth, Bates states that planning and implementing efforts to influence or modify public opinions, attitudes, and behavior is a crucial aspect of public relations work. PR departments are required to explain complex problems regarding products, services, and policies, and must be able to respond quickly and effectively during crises situations. Since these elements are directly linked with the survival and success of the organization, this area of PR responsibility is of extreme importance. Finally, Bates feels PR professionals are responsible for the management of resources, including funds, staff, facilities, and equipment (Fry, p.200-1).

By considering each of these five areas, one can see how public relations might be a career choice for someone interested or experienced in marketing. Requirements for positions in this area are usually a college degree, industry knowledge, and some experience. Today competition is extremely high for PR positions. The outlook is somewhat low, due to the tight competition and amount of existing professionals. Entry-level public relations positions would be involved in research, writing, and print or audio/visual productions. Mid-level professionals would supervise lower level employees, conduct research, write feature articles, design brochures, arrange special events, and plan/implement full-scale communications programs. Upper level PR professionals have total responsibility of the public relations department and report directly to top management. Salaries for entry-level PR positions range between \$18,000 - \$25,000, while mid-level positions pay between \$25,000 - \$44,000, leaving upper level positions at \$44,000 and up (Fry, p.203).

Opportunities exist both for an in-house PR department and for independent PR agencies. Public relations in the international sphere is expected to increase significantly over the next decade. Positions might include an account holder for a corporation serving international or multinational clients, an employee in an overseas office, or as a liaison responsible for international relations. Four other positions that look promising for the future are: broadcast specialists, training and development staffers, environmental PR specialists, and legal PR specialists. (Petras, p. 162). Therefore, public relations can offer many challenging opportunities along a marketing career path.

MARKETING RESEARCH

The American Marketing Association has defined marketing research as activity which “links the organization to its consumers and its customers through information used to identify and define marketing problems and opportunities; generate, refine, and evaluate alternative marketing actions; monitor marketing performance; and improve the understanding of marketing as a process” (Fry, p. 59-60). Marketing research can be used by virtually any business entity, including consumer and industrial product manufacturers, wholesalers, retailers, service providers, advertising media, government and public agencies, non-profit organizations, and trade associations.

According to Philip R. Nielsen of the A.C. Nielsen Company, the largest marketing research firm in the world, research activities can increase the probabilities of success for an organization in several ways. Foremost, marketing research keeps a firm in touch with its markets. It interprets information that allows business policies and practices to be aimed in the right direction. It helps a firm to recognize the wants and needs of consumers, and to understand consumer behavior and motivation. Research on sales volume, advertising effectiveness, and consumer behavior serve as the basis for strategic decisions in sales, advertising, product development, packaging, distribution, pricing, and product / firm positioning. Nielsen states that marketing research can also reduce waste in marketing methods and procedures. Researchers can measure the effectiveness of various methods to recognize strong areas and to eliminate or modify inefficient and weak areas of the firm's marketing functions. He also feels that researchers can develop new sources of profit through the discovery and development of new products or services. Thus, strong marketing research capabilities can give a firm a competitive advantage and keep it on the leading edge (Fry, p. 67).

— Nielsen believes that marketing research results can be used to insure against unanticipated changes in the market. By constantly researching and monitoring market trends, firms can make more accurate predictions and more efficient decisions. Finally, Nielsen promotes the idea that marketing research activities can instill enthusiasm and strength into employees of the firm. He feels employees will be more confident and supportive of decisions and policies which are based on current, reliable research. Since it is said that strength comes from within, Nielsen implies research can lead to building a solid foundation for success by beginning with its own employees (Fry, p. 67).

— The types of research conducted varies among companies and industries. Many larger companies have in-house marketing research departments, while other firms hire outside agencies. Regardless of the source, most research activities are conducted in similar manners. For instance, a manufacturer might collect data by performing a product analysis to evaluate its size, shape, color, packaging, and other features. A brand position analysis can give current data on the performance of several brands of a certain product type. Consumer surveys can be used to construct consumer profiles, containing demographics and buying habits. Other types of research include trend analysis, channels of distribution analysis, pricing analysis, and any ad hoc studies requested for specific uses. All of these projects require strong analytical skills, communication skills, and social skills.

— Typical entry-level positions might include: field operations, statistical research, information systems management, account researcher, research trainee, or junior project direction. Salaries vary by size and location of firms, and usually range between the mid to upper twenties, with salaries of \$30,000 - \$40,000 offered to candidates holding a Master's Degree and related experience (Fry, p.63). The outlook for careers in marketing research seems to be good and steadily rising.

RETAILING

As a general definition, retailing is “the sale of goods or services to customers through retail stores, catalogs, or mail-order services, and even through T.V.” (Dolber, p. vi). Since retailing is such an enormous part of business worldwide, the career opportunities are seemingly endless. Thomas Morris, Vice-President of Marketing for Sears in 1986, makes the point that even though few retailing job titles contain the word “marketing,” every position in retailing is directly involved with marketing at one level or another. Morris describes marketing as being “the core of retailing” (Fry, p. 81). Because retailing is so large, discussion will be divided between retailing through a store outlet and retailing by catalog, mail, or television.

Retail outlets include department stores, specialty stores, chain stores, convenience stores, supermarkets, hypermarkets, discount stores, boutiques, franchised stores, and more. Regardless of size, all retailers have a basic need for sales promotion and merchandising, which are two areas of operation that rely closely on marketing abilities. Sales promotion includes advertising, publicity, special events, and interior / window displays. All of these tasks require marketing skills and techniques, and can provide challenging career opportunities. Sales promotions employees would utilize marketing abilities to facilitate the selling of goods and services, as well as to establish customer attraction, satisfaction, and loyalty.

Merchandising includes the planning, buying, and selling of all goods and services. These tasks are usually the responsibility of the in-house buyer. The buyer can be required to visit various markets to search for and purchase merchandise for resale in the retail outlet. This position can also require much travel. Responsibilities can also include merchandise control and assistance in training and supervising the salesforce. A buyer for a large store might specialize in one or more types of merchandise, such as furniture, clothing, or appliances. A buyer for a smaller store might buy all

merchandise for all departments. In any case, the buyer must be able to anticipate trends and consumer wants and needs. To buy effectively, a buyer must know the store's customers. The buyer must have strong knowledge of both the market and the product. Assistant buyers are often hired to aid in the process by keeping records, verifying orders and shipments, and monitoring merchandise returns and exchanges. Merchandise managers oversee the work of buyers and assistant buyers. This top level position also involves forecasting and strategic planning.

Employers generally require a college degree and some experience in retailing. Across the nation many colleges and universities now offer programs specifically focused on merchandising or retailing. Employers also seek candidates with strong communication skills, analytical abilities, and managerial skills. Entry-level salaries for buyers and assistant buyers can range between \$17,000 and \$35,000 (Lidz, p. 91). According to the authors of Jobs '90, the industry outlook is expected to be slower yet stable. They feel the outlook for specialty stores is stronger than for general merchandise stores (Petras, p. 348).

As mentioned earlier, retailing is also accomplished by use of catalogs, mail-order service, and even television. Retailing via the mail system has been a popular and growing field for the past century. Some retailers have been successful at operating almost solely by catalog sales, such as Spiegel and L.L. Bean. Catalogs offer a wide selection of merchandise and the convenience of at-home shopping. Today, television shopping channels represent the newest direction of direct retailing. Marketing careers and opportunities in these fields are promising.

SALES

According to Webster's Dictionary, sales is "the transfer of title to property from one person to another for a price" (Dahm, p. v). Because the concept of sales allows for many categories of career types, three general categories of sales will be used for discussion. Sales can be described in terms of industrial, personal, and retail.

Industrial sales, also called commercial sales, involves the selling of products to companies, factories, and government agencies. Personal sales relies on direct contact between the seller and the consumer. Personal sales items can be commodities, real estate, insurance, household goods, health and beauty aids, and many thousands of other tangible items. Examples of intangible goods and services sold through personal sales are the services of a doctor, lawyer, or stockbroker. Retail sales involves selling to customers who visit a retail outlet, and also sales through direct marketing (Weinstein, p. 35 and 47).

Marketing and sales are directly related by their very natures. The ultimate goals of both marketing and sales are to: increase awareness of company and product; insure customer satisfaction and develop customer loyalty; and to increase total sales, profits, and market share. Many professionals begin in sales and move into other marketing related areas as they progress along their career paths. The nature of selling and several career positions will be described in the following paragraphs.

Sales representatives, regardless of the type of sales, perform generally the same functions. Sales reps can devote long working hours, much hard work, and extensive travel if necessary. However, the personal and financial rewards can be quite satisfying. Salespeople are usually responsible for several of the following activities:

1. Setting goals, planning, and making schedules.
2. Identifying and contacting prospective customers.
3. Maintaining contacts with current customers and anticipating their needs.

4. Planning and making sales presentations.
5. Reviewing sales orders, scheduling delivery dates, and any special details.
6. Maintaining records and reports.
7. Handling complaints and problems.
8. Monitoring the competition.
9. Learning new product information and marketing strategies.
10. Evaluating price trends and advising customers.

(Table taken from Stair, p. 51)

Considering these activities, sales reps need to have strong time management skills, organizational abilities, communication skills, and personal characteristics such as self-confidence, persistence, and optimism. All of these traits will help a sales rep be successful in persuading customers to purchase from them. Sales reps not only sell products, but also sell themselves and their companies.

A career in industrial sales might begin with a position as a manufacturer's rep. This sales rep would need to be knowledgeable about the industry, the market, the competition, the product, company policies and procedures, the consumer, and any other information relating to the product usage and production. The manufacturer's rep would most likely be assigned a territory, specific accounts, and a budget.

A career in personal selling might include selling any of the items previously mentioned. This type of salesperson usually works independently by seeking and building their own clientele in an unlimited territory. Personal salespeople such as those selling Tupperware or Avon provide personal consulting, in-home demonstrations, product samples, and delivery of goods. In personal selling the art of networking is an important skill used to build clientele.

Retail salespersons often work in a retail outlet. A retail salesperson works to recognize and satisfy the needs of customers visiting the outlet. Salespeople in retail

outlets might be responsible for:

1. Approaching and serving customers.
2. Writing up the sale and processing the paperwork.
3. Handling payments.
4. Arranging and replenishing stock.
5. Maintaining a clean and pleasant atmosphere.
6. Handling complaints and adjustments.

(Table taken from Haas p. 23).

Many top level executives began their careers as salespeople. The Career Information Center on Marketing and Distribution states, "Employing 14 million workers, retail sales is the largest employment sector in marketing and one of the nation's largest industries" (Lidz, p.9-10).

Positions in selling either pay by salary, straight commission, or a combination of the two. The authors of Jobs '91 estimate salary ranges for the following positions:

1. Retail = \$15,000 - \$35,000+, depending on commission rate and product.
2. Insurance = \$18,000 - 20,000+ for beginning sales reps, increasing to \$30,000 - \$100,000 with experience. Also depending on industry, company, and commission rate.
3. Real Estate = median income range \$25,000 - \$35,000+ into the six figures. Income is usually based solely on commissions.
4. Securities = beginning \$35,000 - \$40,000+, increasing to \$90,000 - \$200,000 or more with experience. Also depends on company and commission rate.
5. Manufacturer's reps = vary widely. Median range \$28,000 - \$50,000 + with experienced reps earning up to or over \$100,000.

(Table taken from Petras, p. 96).

Outlooks for sales careers are mixed and depend upon many variables, such as product, market, company, and the economy.

TELEMARKETING

Telemarketing is basically any form of sales, marketing, or customer service business performed by use of the telephone. This field has grown at an extremely high rate over the past decade. Lila Stair, business professor and author, describes telemarketing as a "\$100 billion-a-year industry having a growth rate of 30 percent per year" (Stair, p.58). This growth has opened many opportunities for careers in telemarketing.

Telemarketing activities can be classified as "inbound" or "outbound." Inbound telemarketing occurs when consumers use a toll-free 800 number to call in response of an offer / advertisement found in a magazine, newspaper, radio, or television. Consumers respond by requesting information about a product or service, or by placing orders. Inbound telemarketing has become popular because it provides consumers with a fast and easy method of shopping. It relates closely to direct sales and marketing described in other areas of this guide. Outbound telemarketing describes a salesperson calling the prospective customer to solicit goods or services by phone. These telemarketers utilize prepared written scripts designed to spark the customer's interest and encourage purchasing the good or service.

Telemarketing services can be performed by an in-house department or can be purchased from an outside agency. Both offer positions for anyone seeking a career in marketing. An entry-level position might be as a telesales representative. A telesales rep might be involved in soliciting, confirming orders, or conducting market surveys to generate data and prospective customers. Successful telesales reps can be promoted to directors, which manage operations, negotiate contracts, and supervise telesales reps. Successful telesales directors can be promoted to telemarketing manager, responsible for hiring, training, and motivating telesales reps, as well as coordinating operations and reporting to top management. Telemarketing employees at any level

often receive promotions to other areas as well, including outside sales, market research, product development, or customer service departments.

Positions in telemarketing do not often require formal education or training, however college experience can facilitate movement to higher level positions. Telemarketers could receive hourly wages, straight commissions, or a combination of the two. Pay scales range between companies, positions, and industries. Salary figures closely resemble direct marketing salary ranges. The outlook for telemarketing seems promising. More and more companies are implementing telemarketing activities into their overall strategic marketing plans. The field will also grow as methods and technology improve. Therefore, this is yet another area a marketing person might develop a career path.

TRANSPORTATION AND LOGISTICS CAREERS

Over the past ten years the transportation industry has experienced many changes. Government deregulation has given transportation professionals new found freedom that in regards to marketing is somewhat new to them. Transportation firms have become more customer driven and are seeking a competitive advantage through marketing strategies. Careers in transportation firms' marketing departments, or in the field of logistics, are becoming more popular than ever.

The Council of Logistics Management defines logistics as "the process of planning, implementing, and controlling the efficient, cost effective flow and storage of raw materials, in-process inventory, finished goods, and related information from point of origin to point of consumption for the purpose of conforming to customer requirements" (Johnson, p. 3). More simply stated, logistics is (1) the flow of materials and services, and (2) the communications needed to manage the flow. This field hosts a wide array of jobs which appeal to marketing employees. Some positions in logistics are: inventory control manager, warehousing / operations manager, administrative manager, administrative analyst / planner, transportation manager, customer service manager, and logistics consultant. Most employers seek candidates with college degrees in fields like business, logistics, transportation, engineering, and marketing. They also seek strong communication skills and human relations skills.

The career outlook for transportation marketing positions is expected to remain strong in the 1990s, especially with trucking companies and the railroads. Positions in demand include transportation managers, trucking sales reps, and transportation workers (Petras, p. 379). Upper level positions are often filled by employees from other functional areas, such as sales, marketing, or purchasing. Logistics is definitely becoming a "hot spot" in today's business world.

FINAL WORD:

This guide has introduced and described several marketing-related career areas. These are by far not the only options open to a person planning a career in marketing. I would encourage anyone curious about marketing to learn more about the subject and the career options available.

By researching each of these career areas, I have learned more about the exciting field of marketing. I have a deeper understanding of how closely integrated the marketing function can be to other areas of a business. This guide has increased my awareness and appreciation for the entire concept of marketing.

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